



NOTICE OF VIRTUAL MEETING

WILTON DRIVE IMPROVEMENT DISTRICT
Wednesday, February 10, 2021 6:30PM

Notice is hereby given that the Wilton Drive Improvement District will be conducting a virtual meeting utilizing communications media technology (“CMT”) in accordance with City of Wilton Manors Ordinance No. 2020- 11 and City of Wilton Manors Emergency Order 2020-05 dated April 24, 2020, as amended by Emergency Orders 2020-12 and 2020-16 related to conducting local government public meetings while under the health emergency related to the spread of Novel Coronavirus Disease 2019 (COVID-19).

PUBLIC ACCESS TO THIS VIRTUAL MEETING CAN BE ACCOMPLISHED AS FOLLOWS:

- Join Meeting by live stream Zoom Video Communications (instructions listed below)

Any member of the public wishing to comment publicly on any matter may participate by:

- Submitting Public Comment via email: *PRIOR* to the start of the meeting, submit comments by email to plandi@wiltonmanors.com. Please include your name and address in the email. All comments submitted by email comment length shall be, if read orally, three (3) minutes or less. Public Comment received by 5:30pm prior to the start of the meeting will be read into the record by Assistant City Manager Pamela Landi. All other comments submitted by email prior to the start of the meeting shall be made a part of the public record.
- Participating in Meeting: Log-in to Zoom via browser, app or phone. During Public Comment portion of the agenda use Raise Hand feature to be called on. Raise Hand feature can be activated by selecting the icon. If you are on app on phone, icon is on the bottom of your screen. If you are on a tablet, icon is on the top right of your screen. If you are on a PC or laptop, icon is on the bottom of the screen. If you are calling in to the meeting, Dial *9.

OPTION FOR VIEWING AND LISTENING TO THE MEETING

Through Zoom Technology

Instructions for Attendees

When: February 10, 2021 06:30 PM Eastern Time (US and Canada)

Topic: Wilton Drive Improvement District Meeting

Please click the link below to join the webinar:

Please click the link below to join the webinar:



<https://wiltonmanors.zoom.us/j/94617012568>

Or iPhone one-tap :

US: +19292056099,,94617012568# or +13017158592,,94617012568#

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 929 205 6099 or +1 301 715 8592 or +1 312 626 6799 or +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or 833 548 0276 (Toll Free) or 833 548 0282 (Toll Free) or 877 853 5247 (Toll Free) or 888 788 0099 (Toll Free)

Webinar ID: 946 1701 2568

International numbers available: <https://wiltonmanors.zoom.us/j/94617012568>

Agenda items may be viewed online at www.wiltonmanors.com If any member of the public requires additional information about this Meeting, or has any questions about how to submit public comment for the meeting, or how to access the meeting, please contact Assistant City Manager Pamela Landi, 2020 Wilton Drive, Wilton Manors, FL 33309, 954-390-2103, or plandi@wiltonmanors.com.



AGENDA
WILTON DRIVE IMPROVEMENT DISTRICT
Wednesday February 10, 2021 6:30 PM
Virtual Meeting Via Zoom

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL

COMMENTS FROM THE PUBLIC

Any member of the Public may speak for three minutes.

APPROVAL OF MINUTES

January 13, 2021

OLD BUSINESS

*Safety

*Marketing

Discussion of Digital Marketing
Street Furniture Update

Andy Perrott, Lightship Media
Vice Chair Blevins

*Budget

Review of Budget, Year to date Expenditures
and 2021-2022 Budget
Wilton Drive Holiday Decorations 2021

Pamela

Member Dreger

NEW BUSINESS

Main Street Guidelines
Wilton Drive Clock
Roll call vote for virtual meetings

Chair LoGrande

ADJOURNMENT

Pursuant to FS. 286.0105, if a person decides to appeal any decision made by the Board, Agency or Commission with respect to any matter considered at such meeting, or hearing, they will need a record of the proceedings and that for such purposes they may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is based. Any person requiring Auxiliary Aids and Services for the Meeting may call the ADA Coordinator at 954-390-2122 at least two working days prior to the meeting. If you are Hearing or Speech impaired, please contact the Florida Relay Services by using the following phone numbers: 1-800-955-8770 (Voice) 1-800-955-8771 (tdd)



MINUTES

WILTON DRIVE IMPROVEMENT DISTRICT

Wednesday January 13, 2021

6:30 Virtual Hybrid Meeting

CALL TO ORDER

Chair LoGrande called the meeting to order at 6:31PM.

PLEDGE OF ALLEGIANCE

ROLL CALL

Members Present

Chair Tony LoGrande - In person
Vice Chair Doug Blevins – In person
Vicki Baisden – Virtual)
Mitchell Bloch - Virtual
Claudia Castillo - Virtual
Matthew Dreger – In person
Paul Hugo – In person

Members Not Present

Staff Present

Assistant City Manager Pamela Landi
Legal Counsel Ginger Wald

COMMENTS FROM THE PUBLIC

Chair LoGrande opened the floor to public comment.

Jo Imbrogno, 611 NE 29 Drive, a hospitality management expert who is interested in being involved in the community.

There being no further public comment, Chair LoGrande closed the public comment period.

APPROVAL OF MINUTES

December 9, 2020

Moved by Member Castillo Seconded by: Member Bloch

Passed Unanimously

OLD BUSINESS

*Safety

Discussion of Outstanding Safety Issues on Wilton Drive

David Moore and Adolfo Prieto of Florida Department of Transportation Safety Division offered a summary of pending issues. Utilities Director Dave Archacki also joined the conversation.



The first item of discussion was the existing crosswalk between 9th and 11th Avenue and the need for reflective beacon. Mr. Moore and Mr. Prieto indicated a study was about to commence which would indicate whether or not the reflective beacon was justified. Member Dreger asked about the timeline. Mr. Prieto indicated the report could be issued by April 2021.

Chair LoGrande asked if FDOT would consider an additional crosswalk, and that ideally no one would ever have to walk two or three blocks to cross the street.. Mr. Prieto indicated a study would be conducted NE 7 Avenue and 8 Terrace to determine the need for an additional crosswalk. Chair LoGrande asked for written confirmation of the timeline involved. Director Archacki mentioned that due to the pandemic he asked FDOT to hold off on the study, since traffic was down. Vice Chair Blevins asked if additional flexible bollards could be added and Director Archacki agreed to review the possibility.

Discussion of Possible Pilot Parking Program

Chair LoGrande asked if reverse diagonal parking could be implemented in a few spots as a pilot to see if it might be useful and safe. He also indicated that he thought there might be room for one or two spaces on the drive between Thai Me Up and the Wilton Collective, as well as at Belle Isle. Mr. Moore indicated he would look into it.

Chair LoGrande also mentioned the need for gas lines on Wilton Drive. Mr. Moore indicated he would look into it.

Pamela requested a status update on the lighting repairs which were needed during the roadway construction and are not yet complete. Mr. Archacki indicated he believed progress was imminent.

***Marketing & Beautification**

Discussion of Digital Marketing

Andy Perrott of Lightship media provided an update on his effort to create a digital marketing campaign for the WDID. Mr. Perrott indicated that the most likely markets were Philadelphia, Charlotte, Dallas, Chicago, Tampa, Orlando and Miami. He has been in contact with DataClique and Iheart Media for research– minimum spend is \$10,000, and would want to limit it to two cities to maximize the effort. Key would be to target an audience--foodies, boutique shoppers, art lovers, LGBT, etc. Then, target the geography where they live. Then, target apps people have on their phones.

Discussion ensued. There was consensus among the board that they could consider a \$10,000 expenditure.

Small Signature Event Collaboration with WMEG

Member Dreger gave a brief update, referring to the backup material. Going forward, Member Castillo will be the liaison to WMEG. Member Dreger will be Member Castillo's backup, but they won't work together.



2020 Holiday Lighting Contest Wrap Up

Member Castillo provided the Board with a final update on the Wilton Drive Holiday Lighting Contest. There was consensus that the event was a success.

NEW BUSINESS

Wilton Drive Holiday Decorations 2021

Member Dreger described the scope of work for the coming year, and the formation of a volunteer committee.

Phase 3 Design

Benches, trash bins, ash urns and lighting were discussed. Discussion ensued. Vice Chair Blevins will serve as the lead in the pursuit of a good design.

Resignation

Member Baisden shared that she will be leaving Grass River and as a result will be resigning from the board.

ADJOURNMENT

Meeting adjourned at 8:04pm.

The next meeting will be February 10, 2021 at 6:30 PM.

Tony LoGrande, Chair

Date